

OPEN CALL



ONx sEEDs

OPEN CALL & PROGRAM GUIDELINES

January 2026

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*Image 1 Side Hustle by ESTO Association
ONX/AIR OPEN DAYS © Pinelopi Gerasimou for Onassis Stegi*

INTRODUCTION

About Onassis ONX

Onassis ONX is the Onassis Foundation's global platform for art and advanced technologies. As a catalyst for digital cultures, it supports genre-defying new media and immersive projects while also bolstering a network of institutions and industries ready to respond to new forms of creative expression. Onassis ONX is dedicated to elevating innovative creators across development, presentation, and distribution.

With studios in Athens and New York City, Onassis ONX provides a robust framework of technical, curatorial, and professional services. This support structure includes capacity-building Programs, incubation and applied research initiatives, acceleration services, seed funding, and exhibition opportunities. Such a holistic engagement throughout the creative process enables world building at the frontiers of AI, immersive, spatial computing, gaming, and other emergent time-based media.

Active partnerships with cultural institutions on residencies, exhibitions, co-commissions, thought-leadership Programming, as well as participation in cooperative European networks in the technology sector, also contribute to the sustainable evolution and diversification of the field as a whole. These networked efforts position Onassis ONX as a gateway for cross-sectoral collaboration and promote production as an innovative space within the arts and beyond.

While rooted in Athens and New York, the modular infrastructure that Onassis ONX builds enables experimentation and circulation, fostering innovative works that meaningfully engage with audiences around the world. As a platform it provides creators with the space and support to imagine new futures by questioning the systems through which digital cultures are produced, circulated, and remembered.



*Image 2 A Father's Lullaby & Lullabies Through Time by Rashin Fahandej
Tribeca Festival Immersive Program © Mikhail Mishin for Onassis USA*

About ONX Seeds

ONX Seeds is the foundational incubation Program of this ecosystem and the first entry point into the ONX pipeline for emerging artists, creative technologists, and collectives, working at the intersection of art and technology from all walks of life, from digital artists, creative technologists, designers, and performers to everyone in between and beyond.

With an emphasis on new talents and recent graduates, it aims to become a premier platform for nurturing experimental, boundary-pushing creative technologies and speculative art practices.

Designed as a four-month, practice-based incubation Program, ONX Seeds supports early-stage artistic projects with strong technological components, guiding individuals and teams from concept development to the creation of a functional, high-artistic-value prototype. Selected applicants will receive online and hands-on support, tailored mentoring, production support, seed funding, and full access to ONX Studio's technical facilities in Athens, as well as international networking opportunities. Beyond the incubation phase, ONX Seeds connects projects to further development and presentation opportunities within the broader ONX development framework in Athens, New York, and globally, including advanced incubation and acceleration Programs, residencies, international showcases, and funding pathways.

The Program culminates in a public-facing industry showcase and pitching event, **ONX Showcase**, on May 21st—24th, 2026, designed to facilitate access to partners and presenters, secure future funding, and receive feedback from curators and an expert audience.



*Image 3 Stratos Bichakis – Matthew Niederhauser
Onassis ONX PoC Speed Dating © Margarita Nikitaki for Onassis Stegi*

THE ANALOG DIGITAL

At first, they made life easier. A word you didn't know how to spell, a message you needed to send in a hurry, a song that was already there. Gradually, they became indispensable. Friendships, music, the images you see, everything began to pass through them.

It is not only the phone that ceased to be a phone, or the car that increasingly resembles a screen. It is the tools that suggest what to write before you think about it, the machines that ask for trust without questions, the networks where you converse not only with people but also with algorithmic voices.

Somewhere along the way, the need for a pause emerges. For slowing down.

This year's ONX Seeds asks:

Can another kind of digital exist?

One that is less aggressive, environmentally, cognitively, aesthetically, and emotionally.

This year's ONX Seeds seeks works that approach technology as part of a tangible everyday life, shaped by micro-communities, hybrid materialities, and small technological gestures.

Works that move between object and software, body and space, the analog and the digital, shaping new ways of coexisting.

**Prodromos Tsiavos,
Head of Digital & Innovation
Onassis Foundation**

Artistic Formats & Technical Orientation

Within the curatorial framework of “**The Analog Digital**,” ONX Seeds supports projects that operate at the threshold between material processes and computational systems, foregrounding touch, movement, sound, signal, and physical presence as sites of digital inscription.

Projects must be conceived as **small-scale, site-responsive, and technically appropriate interventions**, capable of unfolding within **liminal, transitional, or unconventional spaces** (entrance ways, restrooms, elevators, etc.). Emphasis is placed on works that prioritize process over optics and craft over the monumental scale, resulting in prototypes that can be experienced as focused encounters rather than large-format productions.

Proposals should be realistic in scope, executable within a four-month period and within the limits of the production budget provided and should result in an **exhibitible prototype**. Works that require elaborate scenography, industrial-scale technologies, extensive crew operations, or permanent architectural interventions are unlikely to be feasible within the scope of the Program and are therefore discouraged.

Encouraged Formats

Projects should fall primarily within one or more of the following categories:

- **Micro-Scale Technologies**

Projects centered on compact, portable, and everyday digital technologies, such as smartphones, tablets, small embedded systems, and consumer-grade electronic devices. This includes works that operate through mobile interfaces, personal screens, networked handheld devices, sensors integrated into common objects, wearables, and small physical computing systems.

- **Sound & Music**

Spatial sound works, performative listening environments, sonic scores for public or semi-public spaces, generative and algorithmic compositions, one-of-a-kind instruments, and participatory spatial audio installations for close-range or distributed listening.

- **Projections & Installations**

Hybrid analog-digital installations, light and projection-based works, responsive surfaces, site-sensitive media environments, and modular spatial constructs designed for **shared spaces and non-theatrical contexts**, making use of typical audiovisual equipment.

- **Media-Based Performances**

Performative formats that integrate live media, interactive sound, or computational systems within the body, gesture, and spatial presence, conceived for adaptable presentation conditions rather than stage-based production.



Image 4 Brandon Powers, ONX June Showcase 2023

PROGRAM STRUCTURE

Phase 1: Incubation & Prototyping

Selected projects enter a focused four-month incubation process designed to support the artistic, technical, and strategic development of early-stage concepts. The Program combines mentorship, hands-on experimentation, and structured production support, aiming to create a functional prototype.

The incubation includes:

A. Creative & Concept Development

Participants begin with curated sessions with international advisors who help refine the artistic concept, technological direction, and experiential goals of each project.

B. Technical & Prototype Development

Selected individuals or teams receive seed funding to begin production. Working closely with mentors and the ONX team, they devote this period to building a functional prototype or a proof-of-concept. Regular check-ins ensure progress, troubleshoot challenges, and support artistic and technical decision-making. Athens-based participants have access to the ONX Studio and prototyping equipment.

C. Skills Development & Community Exchange

A series of intensive online masterclasses and workshops will be included, designed and curated to address the needs of the selected projects, such as technical skills, budgeting, intellectual property, sustainability planning, and the basics of preparing a project for further funding.

Peer labs and feedback sessions support cross-team exchange and help strengthen the conceptual foundation.

D. Strategic Positioning & Next Steps

Towards the end of the incubation, participants receive guidance on positioning their project within the broader ecosystem. This includes support for distribution pathways and funding opportunities, as well as the preparation of materials such as technical riders, production plans, and business or sustainability frameworks.

Phase 2: Presentation at ONX Showcase in Athens

The incubation culminates in the **ONX Showcase on 21st—24th of May at the Onassis ONX in Athens (Onassis Ready)**, where artists, industry professionals, and community members experience the works. The Showcase functions as both a milestone and a launchpad for the projects' future paths, residencies, commissions, distribution, or further development.

Only projects that complete the incubation requirements and deliver a functional, coherent prototype aligned with the Program's curatorial direction proceed to the public presentation. The Showcase operates under a **cut-off model**, ensuring that the final Program represents projects that are both technically viable and conceptually mature.

Eligibility for Showcase Presentation (Cut-off Model)

All projects undergo an internal assessment led by the ONX team and external advisors. The evaluation focuses on:

- Completion of prototype development
- Coherence with the Program's curatorial framework
- Technical feasibility for presentation



*Image 5 Solastalgia XR by Collective Continuum
ONX/AIR OPEN DAYS © Pinelopi Gerasimou for Onassis Stegi*

Showcase Preparation Procedure

The following structured steps guide the lead-up to the public presentation:

1. Submission of Technical & Production Materials (by 17th April)

Participants who wish to exhibit at the Showcase submit the required documentation for installation and public presentation, including:

- Full Technical Rider & special budget needs if applicable
- Updated project deck describing the artistic concept, prototype functionality, and audience experience
- Any additional production or safety requirements

2. Confirmation of Participation (by 24th April)

After reviewing the submitted documentation, ONX confirms each project's participation and finalizes feasibility, spatial allocation, technical needs, and production timelines.

3. Installation & Production Support

In the days leading up to the Showcase, teams receive on-site support at Onassis ONX, including:

- Assistance with installation, setup, and testing
- Access to production resources (where available)

4. Public Presentation: ONX Showcase (21st—24th May)



*Image 6 Side Hustle by ESTO Association
ONX/ AIR OPEN DAYS © Pinelopi Gerasimou for Onassis Stegi*

Terms & Conditions of Participation in the ONX Showcase

- **First presentation and availability of the prototype**

The prototype should be available for presentation at the ONX Showcase and shouldn't be presented to the public before then. The ONX Showcase does not provide an artist fee. Participation is considered part of the funded prototype development process.

- **Participation in Curated B2B and Networking Activities**

Selected participants are required (upon reasonable notice) to take part in:

- Curated B2B meetings with partners
- Networking sessions
- Program-related presentations or talks

- **Travel & Accommodation (for non-Athens-based)**

Travel and accommodation costs for participants not based in Athens will be covered by the Organizers only for the purpose of presenting the prototype in the ONX Showcase. In addition, the following support is provided:

- Remote pre-production meetings to ensure feasibility and clarity regarding installation requirements
- Production coordination prior to arrival
- On-site installation and technical support during the setup period of the ONX Showcase

- **Production Materials & Equipment**

ONX provides access to equipment subject to availability. Participants are responsible for supplying any specialized or bespoke materials not available through ONX.

- **Transportation of Artworks**

For participants selected to present at the ONX Showcase, the Organizers will cover the transportation of artworks, prototypes, and necessary equipment to and from the venue. Coverage applies to standard transport methods and logistical needs as defined in the approved Technical Rider. Any specialized or extraordinary transport requirements may be evaluated on a case-by-case basis.

Outcomes & Deliverables

By the completion of the Program, graduate participants will have successfully completed and are expected to deliver:

- Prototype / Demo of the work
- Technical Rider
- Pitchdeck
- Proposal for further production (optional)

WHAT PARTICIPANTS WILL RECEIVE

The ONX Seeds incubation provides a structured suite of artistic, technical, and production-oriented services that help participants develop functional prototypes and prepare them for presentation at the ONX Showcase. While all participants benefit from the same core Program, access to physical facilities differs for Athens-based and non-Athens-based teams.



Image 7 Onassis Ready © Margarita Yoko Nikitaki for Onassis Stegi

Core Services (available to all participants)

Seed funding

Each project receives €1,000–€5,000 in production seed funding. The actual amount is determined on a project-by-project basis based on scope and feasibility.

Monitoring & Production Support

Each project receives continuous oversight from the ONX team Community Officer and Producer (1h/week). This ensures steady progress, timely troubleshooting, and alignment with production goals.

One-to-One Mentoring

Mentorship is tailored to the needs of each project and includes:

- **Technical Mentoring**
 - Weekly sessions with a **Technical Fellow** for troubleshooting
 - Remote sessions with **ONX technical mentors**
- **Curatorial Mentoring**
 - Check-up curatorial meetings with ONX Showcase Curatorial Advisors
 - Monthly meetings with external curators and the ONX NYC team
- **Business / Strategy Mentoring**
 - Guidance from a project-matched advisor

Community Events

Online community events to connect teams, share progress, and engage with the broader ONX ecosystem. Facilitated peer-to-peer exchanges and feedback.

Masterclasses & Thematic Workshops

Online masterclasses are curated to address the technical or artistic needs of the selected projects. Topics may include creative technologies, prototyping workflows, budgeting, sustainability, intellectual property, and more.

Connections & Networking

ONX Seeds actively connects participants with the wider ONX and Onassis ecosystem, offering pathways for continued artistic and professional growth. Through visibility within the **ONX teams in Athens and New York** and curated introductions to our international network of curators, producers, festivals, and technology partners, individuals or teams gain access to opportunities for further development, presentation, and collaboration. These connections aim to support each project's long-term life beyond the incubation period.



Image 8 ONX Immersive Proof-of-Concept ©Panos Kefalos for Onassis Stegi

Access to Facilities & Equipment

Athens-Based Participants

Teams residing in Athens (or able to spend considerable time in Athens) receive:

- **Studio Access**
 - Access to Onassis ONX spaces for research, rehearsal, testing, and prototyping
 - Use of equipment and technical resources (subject to booking and availability)
- **On-site Technical & Production Support**
 - In-person access to the technical fellow and the production team
 - Hands-on assistance with fabrication, installation, and testing
 - Easier coordination for sourcing materials, equipment, and space
- **Local Community Integration**
 - Invitations to in-person meetups, open studio sessions, and networking with Athens-based partners, artists, and technologists

Non-Athens-Based / International Participants

Participants living outside Athens (nationally or internationally) receive:

- **Remote Access to All Program Components**
 - Participation in all mentoring, masterclasses, and community events online
 - Regular remote troubleshooting sessions with the technical fellow
 - Digital office hours for concept and prototype development
- **Remote Pre-Production Coordination (in case of Presentation)**
 - Early assistance with technical riders, installation diagrams, and feasibility checks
 - A dedicated production liaison to prepare for the Showcase
 - Full in-person installation support during the ONX Showcase (under the terms prescribed in clause 3.2.3)
 - Access to studios and equipment during the installation window
 - Practical assistance with testing, setup, and presentation

ONASSIS ONX STUDIO IN ATHENS

The studio space of Onassis ONX at Onassis Ready is the new Athens-based companion to **Onassis ONX** in New York, extending ONX's international ecosystem for developing immersive, spatial, and emerging media projects. Embedded within Onassis Ready, the "factory of dreams," and co-hosted with Onassis AiR and the Onassis Archive, the studio offers creators access to state-of-the-art facilities, technical expertise, and a vibrant community of artists, technologists, and researchers. Operating in close dialogue with its New York counterpart, ONX at Onassis Ready supports cross-border collaboration, research-driven experimentation, and the production and presentation of ambitious works at the intersection of art and advanced technologies.

Envisioned as an innovation and production hub, this space hosts Onassis ONX Members and Onassis AiR Fellows and serves as a platform for experimentation in immersive and new media art, larger-scale installations, and movement-based works.

The space includes several functions, including a 370 sq m multipurpose stage, open desks, editing room, prototyping lab, kitchenette, and lounge areas.

Participants will have access to a range of resources tailored to their research needs and accessible upon availability, such as rehearsal spaces, individual workspaces, hand and power tools, hardware (audiovisual equipment, desktop computers, monitors, projectors, media players, mobile devices, VR headsets, spatial scanners, 3D printers), and software suites. All spaces are wheelchair accessible.



Image 9 ONX FUTURES © Pinelopi Gerasimou for Onassis Stegi

HOW TO APPLY

Application Form Guidelines

Section 0: Default

- Project's Title:
- First Name:
- Last Name:
- Email:
- Date of Birth:
- Phone Number:

All applicants are asked to answer the following obligatory questions:

Section A: Project Details

- **Logline / Brief Project Summary*** (max. 100 words—450 characters)
- **Medium(s)** (max. 20 words—90 characters)
- **Creative Concept / Long Description***
Describe the creative concept of your proposal. How and why do you plan to integrate technology? (max. 500 words—2,250 characters)
- **Visitor's Experience***
Explain the project from the audience's perspective. What's the end-to-end interaction with the audience? (max. 200 words—1,000 characters)
- **Technical Requirements***
Briefly present the technical characteristics and requirements of the proposed project. (max. 300 words—1,200 characters)
- **Suggested installation location*** (max. 20 words—90 characters)
- **Mood Board—Deck***
(Single file, PDF file format)
- **Exhibition History***
Please indicate any previous presentations of this project, including earlier versions if applicable. (max. 200 words—1,000 characters)
- **Bio & Description of Practice***
Briefly present the creator / creative team, your practice and inspiration. (max. 300 words—1,200 characters)
- **Portfolio***
(Single file, PDF file format)

Section B: Development

- **Production Plan***
Outline the production plan and mention any support or equipment you will need for the development of the project. (max. 300 words — 1,200 characters)
- **Budget***
Detail the budget for the development of the project.
(Single file, PDF file format)
- **Select the primary area of interest for applying:***
 - Financial Support
 - Access to Studio
 - Access to Equipment
 - Creative & Curatorial Consultancy
 - Technical Consultancy
 - Business Consultancy (e.g., Business Plan, Fundraising, Monetization, Distribution)
 - Networking
 - Showcase Opportunities
- **Please elaborate your expectations from this area of support, especially if more than one area applies to your proposal*** (max. 100 words — 450 characters)
- **Additional information**
(max. 100 words — 450 characters)

Applicants must submit the following supporting materials in order for their proposal to be considered complete:

1. Mood Board / Project Deck

A single PDF file presenting visual references, conceptual direction, atmosphere, and any preliminary sketches or diagrams.

2. Portfolio

A single PDF file showcasing previous work, selected projects, or relevant artistic and/or technical experience.

3. Budget (Development Budget)

A single PDF file detailing the project's financial plan, including estimated costs, required resources, and any existing or anticipated support. Please have in mind that equipment purchases will not be considered unless they are integral parts of the exhibitable prototype.

4. Additional Technical Documentation (optional)

Any supplementary diagrams, schematics, or technical notes that help clarify the project's setup, workflow, or feasibility.

5. Other Supporting Materials (optional)

Links to videos, prototypes, demos, GitHub repositories, or other materials that provide insight into the creative process or current stage of development.

EVALUATION PROCESS

The selection of projects for **ONX Seeds** follows a structured, multi-stage evaluation process to ensure transparency, fairness, and alignment with the Program's artistic and technological vision.

Stage 1: Eligibility Screening

All submitted applications undergo an initial screening to confirm they meet the formal eligibility requirements of the open call and that all required fields and materials have been properly completed.

Stage 2: Scoring by Evaluation Committee

Eligible applications are evaluated and scored by a committee of internal and external experts through the ONX platform. Each proposal is assessed on a numerical scale (1–5) based on the selection criteria outlined below.

Stage 3: Shortlisting

Based on the ranking generated by the scoring process, the ONX team proceeds with the shortlisting of the proposals.

Stage 4: Initial Selection

From the shortlist, a group of proposals is selected for the next phase based on curatorial alignment with ONX and production feasibility.

Stage 5: Interviews (February 26—March 4)

Shortlisted applicants will be invited to participate in **online interviews** with the ONX team. Applicants must ensure availability during this period.

Stage 6: Final Selection

The final selection of projects is made by the **Artistic Director of the Onassis Foundation**, together with the **Onassis Culture curatorial team**, resulting in the final group of projects to be supported by ONX Seeds.

Selection Criteria

Applications are evaluated based on the following criteria:

- **Conceptual Strength** - clarity, depth, and originality of the proposed idea
- **Artistic Merit** - artistic quality, aesthetic value, and creative vision
- **Technical Merit & Innovation** - innovative and meaningful use of technology and technical feasibility
- **Feasibility** - achievability of production plan, timeline, and team capacity
- **Thematic Relevance** - alignment with the ONX Program's artistic and curatorial direction
- **Quality & Completeness of the Proposal** - clarity, coherence, and completeness of all required materials

Important Notes

- The criteria set out above shall all be taken into account by the Onassis Culture team and the external committee.
- All proposals are evaluated comparatively through the same review process.
- In case of a high number of applications, not selected proposals will not receive individual feedback.
- Onassis Culture is under no obligation to communicate the reasoning behind its choices or regarding proposals that are rejected.
- Once the results have been announced, there shall be no re-evaluation of submissions and no appeals

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*Image 10 A Sense of Time by Stratos Bichakis
ONX/AIR OPEN DAYS © Pinelopi Gerasimou for Onassis Stegi*

RIGHTS OVER SELECTED PROJECTS

By submitting your project to this Program, you acknowledge and agree on the published Terms & Conditions of the Program.

- All Intellectual Property Rights remain vested exclusively in the applicant(s) and/or producer(s) of the Project. Nothing in these Terms & Conditions shall be construed as a transfer or assignment of ownership of Intellectual Property Rights to the Organizer.
- The Organizer reserves the Right of First Refusal (ROFR) for the presentation, promotion, co-production, or distribution of the selected projects as described in the Terms & Conditions of the Program.
- Onassis ONX shall be credited as a co-producer of the selected productions as such: "Co-Produced by Onassis ONX."
- Onassis ONX reserves the right, should it so wish, to present the project at its premises or digitally, via the Onassis Channel on YouTube, social media, and other digital platforms, or at some associated event, on the condition that 18 months have passed since their completion, and in consultation with the producer(s), provided that (for broadcasting) there are no geographical restrictions in place, and only upon relevant consultation with the creators and producers.

For more details please review the published Terms & Conditions of the Program

CONTACT & SUPPORT

For any questions about the application or the Program, you may contact onx@onassis.org



*Image 11 Fruits of the Web by Artemis Sartzetaki and Babak Ahteshamipour
ONX/AIR OPEN DAYS © Pinelopi Gerasimou for Onassis Stegi*